

XIII. Plan for Support, Training, Technical Assistance and Evaluation Assistance

2014–2015 ANNUAL REPORT

The Office of Child Abuse Prevention provided critical technical assistance to grantees, counties, child welfare staff and community stakeholders throughout the California Child and Family Services Review (C-CFSR) process and through the respective annual reporting processes. Technical assistance included prevention program planning, program selection and evaluation, answering specific questions around allowable expenditures, and the utilization of available resources. In addition, the OCAP contracted with various agencies and vendors to provide specialized training and technical assistance to develop, operate, expand and enhance local community-based, prevention focused programs and activities.

STATE FUNDED PARTNER: STRATEGIES

Strategies remained the OCAP's primary vehicle for delivering trainings to community based organizations in Fiscal Year (FY) 2014-15. Through guidance and direction from the OCAP, Strategies focused its trainings this year on four guiding principles in an effort to have a greater impact and build capacity in service providing organizations and communities throughout the state. The four guiding principles for Strategies trainings provided in FY 2014-15 were:

- Trainings will build the capacity of organizations to better understand and implement the Strengthening Families Framework, and
- Focus on special topics which will assist with recognizing and implementing practices that prevent child abuse and neglect, and
- Build the capacity of family support agency staff or leadership capacity, including, but not limited to, accountability, outcomes and implementing evidence-based practice, and
- Promote family engagement.

In FY 2014-15, Strategies achieved the following training outputs:

Trainings Delivered Statewide			
Region	Classroom	Webinar	Total
1	27	9	36
2	42	7	49
3	32	8	40
Total	101 (80%)	24 (20%)	125 (100%)

Types of Trainings Delivered	
Strengthening Families	53 (43%)
Special Topics for Child Abuse and Neglect Prevention	28 (22%)
Staff Leadership	20 (16%)
Family Engagement	24 (19%)
Total	125

Forty three percent of trainings offered built the capacity of organizations to strengthen families (e.g. adopting the Strengthening Families Framework and the Five Protective Factors).

Strategies served trainees from all counties in California. Of the 2,989 trainees whose professional information was collected, 66 percent were family support staff, 11 percent were county staff not within child welfare services and 11 percent were from education. These results reflect a goal to focus on training non-Child Welfare Services (CWS) staff, as CWS are primarily served by regional training academies. The table below illustrates the trainee representation at FY 2014-15 trainings.

Trainee representation	# of participants	% of participants
Child welfare services staff	134	4%
County agency staff (not CWS)	326	11%
Education	328	11%
Family support staff	1971	66%
Parent leaders or advocates	175	6%
Healthcare Representatives	26	1%
Faith Community Representatives	29	1%
Total Training Participants	2989	100%

Training Outcomes

- Ninety-eight percent of training participants reported an increase in knowledge as a result of the training.
- Strategies hosted three *Strengthening Families*™ Roundtable Learning Community events. Participants responded with an average score of 4.38 out of 5 that the content provided during the Roundtables was relevant to their work.

Training Feedback Received

- Trainees have ongoing steady interest in topics related to special populations, such as maternal mental health substance abuse, father engagement, military families, and cultural competency.
- More trainees have foundational knowledge of the *Strengthening Families*™ framework and the 5 Protective Factors. Organizations are requesting advanced training opportunities regarding integration of the framework into projects, organizations, and across systems.
- There is a continued need for foundational training about best practices in family service, including case management, engaging families, documentation, safety,

home visiting, and other basic knowledge. Staff turnover continues to negatively impact knowledge of high quality practice.

- Organizations report the desire to offer high quality services—they have access to and knowledge of the “what” through various available sets of program-level practice standards, but limited knowledge of the “how-to” including what the core elements of high quality practice look like from a staff behavior standpoint.

To be reflexive to the needs of counties, and community based partners, Strategies is tasked with developing custom trainings on a variety of topics in order to develop, operate, expand and enhance community-based child abuse prevention and neglect activities. In FY 2014-15, Strategies reported an increase of requests for training in: implementation; child maltreatment prevention, including trauma-informed practice and early intervention; chronic child neglect; and integrating the Strengthening Families Framework through customized training, mapping, assessment, and technical assistance.

In an effort to ensure that training is inclusive of the community needed to address and treat child abuse and neglect, Strategies trainings impacted service delivery to families. These trainings also included topics on special populations and developing and expanding culturally competent implementation efforts. Such trainings included:

- 13 Conversation Cafés were held throughout San Diego County and were attended by leaders of community-based organizations working to strengthen families and prevent child abuse. Conversation Cafés were also held for military families and tribal families.
- Family services staff provided feedback that the training they received provided concrete information and resources on how they can continue to build their programs to impact youth in a positive way.
- Trainees mention that they are now working with families in a more culturally proficient manner and that they will be more “tuned-in” to cultural needs.

Technical Assistance

In addition to training, Strategies provided individualized technical assistance (TA) in support of 58 child abuse and neglect prevention projects in 28 California counties, as well as to The California Network of Family Strengthening Networks Steering Committee. The 58 technical assistance projects focused on major topical areas including:

- Implementing the Family Strengthening Standards
- Father Involvement
- Parental Skill Development
- Maternal Mental Health
- Supporting Youth
- Program Outcomes and Evaluations

Type of TA Projects	Total
Capacity Building Grants	12
General TA	33
Coaching/Facilitation	13
Total	58

Technical Assistance Outcomes

Strategies achieved the following evaluation rating scores (using a rating scale of one-five, with five representing the highest satisfaction rating) regarding the technical assistance provided:

Region 1 – Youth for Change				
Project	Work plan met the customer's needs	Work plan objectives were met	Customer increased understanding of new concepts, processes, or skills	Customer integrated new concepts, processes, or skills into practice, as a result of the T/A
Placer County First 5	5.00	5.00	5.00	5.00
The Yolo Center for Families and Empower Yolo	5.00	5.00	5.00	5.00
Mendocino County FRC Network	4.38	4.13	4.63	4.38
Amador-Calaveras Maternal Wellness Coalition	4.73	4.73	4.91	4.36
Children's Network of Solano County	5.00	5.00	5.00	4.00
Tehama County First 5	4.00	4.25	4.25	3.75

Region 2 – Interface Children and Family Services	
Technical assistance projects were evaluated in the following areas	Rated on a 5 point scale (1 being low and 5 being high)
Organizations reported increased knowledge of concepts, processes, and/or skills as a result of technical assistance received.	4.58
Organizations reported integration of new concepts, processes, or skills as a result of the technical assistance received.	4.75
Organizations reported enhanced capacity to independently address areas of concern as a result of the technical assistance received.	4.25

Quotes from Region 3: Children's Bureau:

"I wanted to thank you for all of the assistance and support that you and your team at Strategies have provided to the Los Angeles County Department of Children and Family Services' South County office in our efforts to promote the prevention of child maltreatment. You and your staff have provided excellent professional trainings to a wide array of our stakeholders and have helped to create and launch the Faith Based Strengthening Families Network, which is a child welfare/faith based partnership aimed at preventing child maltreatment, strengthening families, and promoting the well-being of children and youth. Because of your assistance and support, we have successfully completed the first year of our prevention project with the faith community, the first project of its kind in Los Angeles County's child welfare system."

"As usual, the folks from Strategies totally came through for . This time, thanks to what I perceive to be wisdom AND generosity, the level of support was unprecedented. So, thanks very much, from my heart, Russell Brammer, Leda Albright, John and everyone at Strategies. You-all have been at the root and the branch of father inclusion in California since before we-all started using that term. Now it's in widespread use nationally."

TA projects completed in FY 2014-15 had a positive impact on families as well:

- As a result of technical assistance on the topic of father/male engagement, agencies report that more fathers have become involved in programs and agency staff has an increased recognition of the importance of effective co-parenting.
- Agencies report increased effectiveness in building protective and promoting factors within the families they serve.
- Strategies has observed a significant lack of leadership continuity in nonprofit organizations—high turnover of executive and management leadership positions has negatively affected organizational services and sustainability.
- Agencies report that families are receiving services in a more comprehensive structure that now encompasses natural supports and quality-of-life activities, in addition to concrete supports, parent education, and other services.

- Agencies have noted an increase in parent leadership activities and participation rates.
- More organizations are screening both mothers and fathers for postpartum depression and other new parent issues—these parents are receiving services earlier to prevent crises and foster optimal child development.

Strategies Capacity Building Grants

In FY 2014-15, Strategies awarded 12 (for a total of \$36,000) capacity-building grants to family strengthening organizations and networks in 11 California counties. The grants were distributed equitably among the three regions Strategies serves. The goal of providing family strengthening organizations and networks with capacity-building grants was to increase their capacity to implement effective services and practice for the prevention of child abuse and neglect.

The grants funded projects which focused on the following aspects:

- Increasing the effectiveness of prevention and family strengthening services and practice.
- Building the capacity of family strengthening organizations and/or networks to assess the effectiveness of prevention services.
- Identifying formal evaluation plans with measurement goals that can be met in the identified timeframe.
- Identifying innovative approaches for an identified local concern or gap in services as related to child abuse and neglect prevention.

CALIFORNIA EVIDENCE-BASED CLEARING HOUSE

During FY 2014-15 the California Evidence-Based Clearinghouse (CEBC) hosted and executed several webinars, presentations and trainings on implementing evidence-based and evidence-informed programs.

Twenty five new programs and two new topic areas were added to the CEBC web site in FY 2014-15:

- Fourteen programs were added to the new “Prevention of Child Abuse and Neglect (Primary)” topic area.
- Eleven programs were added to the new “Interventions for Abusive Behavior” topic area.
- One new program was added to the “Birth to 3” topic area and one was added to the “Depression Treatment (Child & Adolescent)” topic area.

In addition to expanding the CEBC’s library of evidence-based and evidence-informed programs and practices, CEBC staff presented or hosted the following webinars:

- Webinar: Teaching Students to Use the CEBC (28 participants)
- Webinar: Using the CEBC Selection and Implementation Guide: How to Apply the Guide to Common Situations in Child Welfare – Part 1 (40 participants)

- Webinar: Using the CEBC Selection and Implementation Guide: How to Apply the Guide to Common Situations in Child Welfare – Part 2 (20 participants)

During the FY 2014-15 reporting period, CEBC launched the “Primary Prevention” topic area in 2015 and updated the “Secondary Prevention” topic area, which has been on the web site since 2007.

Plan for Support, Training, Technical Assistance and Evaluation Assistance

2016-2017 APPLICATION

All training and technical assistance efforts over the next five years will focus on increasing the capacity of OCAP, local government agencies and service providing organizations in delivering effective prevention services. This entails understanding how to select appropriate programs, how to utilize the CEBC to identify evidence-based and evidence-informed programs and practices, learning how to implement with fidelity, measuring the effectiveness of implementation, and responding to needed changes. The OCAP has provided the following training to its staff as part of its efforts to reorganize to achieve the goals of its new strategic plan. In order to move towards a more data driven, value added organization that supports counties, community resources and the state to provide high quality best practice prevention programs and services, the OCAP staff participated in the following training (as examples):

- Implementation Science
- Latino Culture
- Performance Measurement
- Advanced Analytics
- Outcomes Evaluations
- Maternal Depression
- Child Fatalities Reporting
- Integrating Safety, Permanency and Well-being in Child Welfare
- African American Experience
- Utilizing the California Evidence Based Clearinghouse
- Working with Child Welfare Data

To achieve cross training, the OCAP staff participate in trainings at the state and local levels, with funded partners and through private providers. In 2016-2017 the OCAP remains committed to all staff completing the Department’s CORE training module.

Funded Partner: Strategies

The grant to the three non-profits, which make-up “Strategies,” will end as of June 30, 2016. The OCAP has funded Strategies for the last twenty years and is committed to continuing its training and technical assistance support to the field through Strategies, but a competitive Request for Applications to deliver Strategies will be released.

Funded Partner: CEBC

The OCAP will continue to fund the CEBC. The focus in the next year will be on improving its appearance, making it more user friendly and incorporating more training and technical assistance into their scope of work. Further, the CEBC is growing to have more resources that specifically assist community based organizations.

XIV. Evaluation Plans

2014-15 ANNUAL REPORT

Throughout fiscal year (FY) 2014-15, the Office of Child Abuse Prevention (OCAP), acting as good stewards of federal and state money, guided and consulted with the 57 Community Based Child Abuse Prevention (CBCAP) participating counties on how to allocate money in a way that promoted program efficiency and success. The OCAP evaluation occurs in three different phases.

The first phase of this methodology occurs when the OCAP Prevention Coach engages the county in the California Child and Family Services Review process¹⁴. Prevention Coaches will evaluate the prior unmet needs and approaches as articulated in previous County Self-Assessments (CSAs) and System Improvement Plans (SIPs) against the current needs of a county. In this phase, the Prevention Coach collaborates with county stakeholders to identify unmet county needs, at-risk populations and any other service gaps. This first phase of evaluation culminates with the issuance, review and approval of the CSA and SIP.

The second phase of the evaluation process occurs after counties submit their Annual Report information. Here, the Prevention Coach will review reported expenditures with stated goals and needs found in the most recent CSA and SIP. The OCAP Prevention Coach works with the county to identify the strengths and barriers of their programs. Additionally, the Prevention Coach works to identify promising practices and how to strengthen these. For the FY 2014-15 Annual Report, counties used a new data collection method: the Efforts to Outcomes (ETO) system¹⁵.

In prior years, the OCAP had used a web-based survey form (i.e., Survey Monkey) to collect annual reporting information. This system did not allow for *ad hoc* data evaluation, nor did it allow the OCAP to collect a deeper level of information or develop any historical collection of data. In contrast, the ETO system is a web-based platform which allows the OCAP to collect additional information regarding the counties and characteristics unique to their demographics. Gathering such information allows the state to better understand as the lead agency, what the pressing needs are around the state and what is being done to address them. Additionally, this method included a stronger emphasis on data related to what the driving forces behind child welfare system involvement tend to be.

The final phase of the evaluation occurs throughout the year, between Annual Reports. Here, Prevention Coaches continuously monitor county demographics and data trends to see if new populations increase in risk factors and evaluate these changes against existing initiatives. In this Continuous Quality Improvement (CQI) initiative, the Prevention Coaches are perpetually analyzing county-level data to ensure that monies

¹⁴ See section X, "Criteria for Funded Program" for additional information on the C-CFSR process, and the role of the OCAP Prevention Coach within this process.

¹⁵ See section VIII for additional information on the use of the ETO system.

being spent are done so in a manner which will maximize the efficiency of the program. Likewise, the Prevention Coach meets with the county at least once per year, and makes quarterly contacts with the county.

Total Funds Supporting Evidence-Based/Evidence-Informed Programs and Practices (EBP/EIP)

California allocated **\$2,007,983** (actual costs) of CBCAP funds to 57 participating counties. As part of the OCAP Annual Report, counties report the amount of CBCAP funding which was spent on evidence-based and evidence-informed programs and practices. Further, when reporting this information, counties are required to complete a self-assessment to determine the program's evidence rating. The scores are returned on an ascending scale of zero to four, with zero being no evidence based support and four being well supported by evidence. Based on all counties reporting, **66.7 percent (\$1,338,823)** of California's CBCAP allocation was spent on the following categories for EBP/EIP programs and practices:

LEVEL	FY 2014 AMOUNT SPENT	FY 2014 % OF ALLOCATION	FY 2015 AMOUNT SPENT	FY 2015 % OF ALLOCATION
0	\$306,145	14.1%	\$347,920	17.3%
1	\$559,096	25.8%	\$159,926	7.9%
2	\$285,099	13.2%	\$106,644	5.3%
3	\$233,219	10.8%	\$503,340	25%
4	\$357,305	16.5%	\$220,993	11%
TOTAL	\$1,740,864	80.4%	\$1,338,823	66.7%

Relative to FY 2013-14, counties reported a modest decrease (approximately 23 percent) in the amount of money spent on evidence-based and evidence-informed programs and practices in FY 2014-15. However, the counties reported that the distribution of this money has trended toward using higher quality evidence-based and evidence-informed programs and practices. In FY 2014-15 more than 54 percent of CBCAP money spent on evidence-based and evidence-informed programs and practices went to programs rated three and four. In FY 2013-14, in contrast, 33 percent of CBCAP money went to programs rated three or four. Also encouraging was the decrease in spending on programs rated one or two relative to the prior year.

To sustain these two positive results, the OCAP Prevention Coaches have focused on deepening their knowledge and awareness of evidence-based and evidence-informed programs and practices in order to provide ready technical assistance to counties that ties evidence-based and evidence-informed programs and practices selection to individual SIPs. The efforts the OCAP will be undertaking include monthly, staff-led presentations on various evidence-based and evidence-informed programs and practices, continued funding and promotion of the California Evidence Based Clearinghouse and OCAP Prevention Coaches developing "prevention practice specializations." Akin to a medical specialty, each Prevention Coach will develop a specialization for a specific population, including what evidence-based and evidence-informed programs and practices exist to promote prevention efforts within that

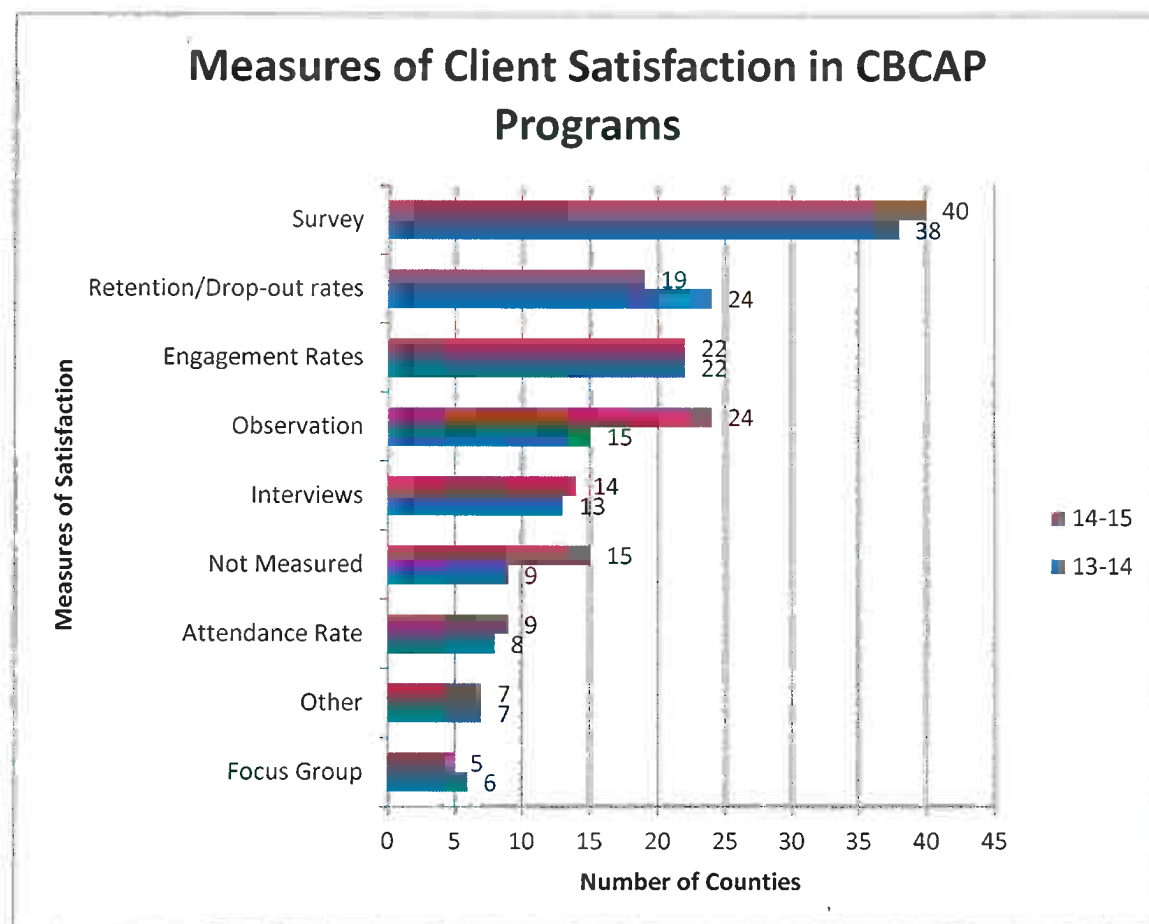
population. Developing this institutional knowledge will allow OCAP to advocate for increased utilization of evidence-based and evidence-informed programs and practices in counties.

Client Satisfaction and Effectiveness of Programs and Services

During this reporting period, OCAP Prevention Coaches continued to emphasize the importance of client satisfaction as a critical component in the determination of program and service effectiveness. County service providers administered and collected survey data which is reported to the OCAP on an annual basis. The table below indicates the methods utilized to capture client satisfaction, revealing satisfaction surveys and participant observation were the most common methods for measuring client satisfaction.

Relative to FY 2013-14, in FY 2014-15 more counties reported using satisfaction surveys, participant observations, interviews and attendance rates to assess client satisfaction in CBCAP funded activities. However, counties reported a decline in using retention rates and focus groups as measures of client satisfaction. Likewise, in FY 2014-15 six additional counties reported not measuring client satisfaction than did in FY 2013-14. Going forward into FY 2016-17, OCAP Prevention Coaches will continue to engage counties on developing appropriate methods to assess client satisfaction in CBCAP programs and activities.

With the FY 2014-15 Annual Report being the OCAP's first utilization of the ETO system, there were some challenges and data omissions. The most prominent being that the counties were not required to report the levels of satisfaction. A resolution to this challenge is discussed in "Plan for Program Evaluation" below. The counties did, however, have a forum to provide qualitative analysis of client satisfaction. The following client stories were reported by counties in the FY 2014-15 OCAP Annual Report:



Fresno County: A father completed the Nurturing Parenting class; he lost custody of his child due to drug use and neglect. He completed the fourteen week class, presented his certificate to his Child Protective Services worker and the court. He reported learning much about himself and his children from the class. This was the first time he completed anything and he was extremely proud of himself. Ultimately, the court reunified the father and child, in part, due to the father's completion of the Nurturing Parenting class.

Glenn County: A classroom teacher wrote on evaluation for the Glenn County Child Abuse Prevention Program: "Terri [the Program's trainer for more than 12 years] was great! I teach the opportunities classes for 4th and 5th graders and all have behavior problems. She was patient and kept the lesson on topic as much as possible with my students. I consider the program valuable and would be willing to host this presentation again - one student revealed things which lead to a CPS report. The student felt safe and now hopefully they will receive some help!"

Lassen County: One Asian American father enrolled in the "Positive Parenting with a Plan" program, initially reluctant, as part of a mediation agreement. Visitation with his two children (a 12 year-old girl and a ten year-old boy) had been inconsistent and the children had trust issues. We developed a plan to rebuild trust and facilitate improved

communication, initially using Skype, phone call and letters which later led to short visits. The boy was glad to re-engage with his father, however, the girl initially refused to communicate, even leaving the room when he was present. After consistent effort by the father and work on communication, as well as other skills learned through the parenting course, this father was reunited with both children. The son spent the summer with his father and the daughter spends at least one to two weekends a month with him. The father has expressed his satisfaction with the Positive Parenting program, reenrolled in the program and has been a valued source of wisdom to other group members experiencing similar reunification struggles.

Mendocino County: One mother arrives at the Safe Passage Family Resource Center homeless and pregnant. Center staff helped her with many services and referred her to the Positive Parenting Program Recovery Support Parenting classes. We are happy to report that she gave birth to a healthy baby and mother and baby are both doing very well and have continued to participate in classes and activities at the Center.

Monterey County: The success story in this Spanish Language Outreach is the volume of parenting education classes delivered to the mono-lingual Spanish speaking community and the number of actual participants. Over 8,000 participants, over 650 classes delivered annually and based on an average of three children per family, the lives of over 24,000 are impacted annually.

Nevada County: A mother of three was referred to PARTNERS Family Resources under Differential Response Path 1. She started coming in to use the computer but rarely engaged with the staff and always looked upset. Staff took time and used active listening to get to know her and find out what how we could support her needs. Over many months a trusting relationship grew and the family came to the family resource center (FRC) to play board games, use the computer and volunteer. Staff encouraged her younger son to come to the FRC Summer Camp and also helped her older son find a scholarship for a different camp. On the last day of the FRC Camp the mom filled out a survey and remarked that we were extremely helpful and that she would be glad to join our Parent Advisory Group. Taking the time to listen to the busy single mom's concerns enabled us to build a trusting and positive relationship that is helping support the family.

Placer County: A mother called very distraught about her previous attempts to get help in Placer county. She had been in a domestic violence relationship, so she and her son left their home in southern California and moved to Roseville. She complained about people overlooking her and mentioned "Everyone says they will call me back but they never do" also that "she did not feel at home in Roseville." She asked if she could obtain a couch, a table with chairs and a desk for her child to do his homework on. Our case manager provided her with a unique resource in the community that would be able to provide the client with the furniture requests. Shortly after, the client contacted KidsFirst and simply wanted to thank the case manager for taking the time and effort to assist her family's needs. The client stated "no one in Placer County took the time to simply connect me, but KidsFirst did." The client began to weep over the phone and

further informed the program manager of feeling hopeful, she stated “anybody can have a house, but not a home, and now I and my child have our home.” Our case manager’s expertise was able to decrease the client’s anxiety, and frustrations, and also increase the client’s resilience and hope to move forward and feel like a great provider.

Plan for Program Evaluation

FY 2016-17 APPLICATION

In FY 2014-15, the OCAP made significant progress in moving towards a statewide prevention data measurement system, though changes at both the county systems level, and within the community based organizations that provide the majority of prevention services were needed and continue to be needed.

The most important achievement of this reporting cycle was the implementation of the ETO system. As previously noted, the ETO system allows for counties to enter data in real time. The ETO system also allows the OCAP to review trends in the prevention data to conduct more robust program analyses. The first Annual Report using the ETO system was not without challenges, however. As the OCAP gains a better understanding of the limitations of this system and those of the counties using ETO to complete the OCAP Annual Report via the system, future improvements to ETO can be made. The OCAP has scheduled two additional “phases” of ETO, where modifications to the system can be made. These phases are planned for FY 2016-17 and FY 2017-18.

As reported on the March 9, 2016, Learning Call, the 2016 report will be submitted via a web site. The OCAP is excited to see how the ETO system can be used to reduce the amount of time necessary to report on the diversity of California’s CBCAP related activities via the web site.

As noted above, the ETO system did not capture client satisfaction data beyond the type of measure used by counties. Much like the CQI the OCAP applies to counties and grantees, the OCAP places itself in a state of CQI as well. This involves being reflective on the strengths, challenges and shortcomings of existing data collection tools. This self-reflective process provides the OCAP with an opportunity to come up with creative solutions including:

- Collection of the results from client satisfaction measures taken at the county level.
- Collection of program outcome measures from the counties.
- Narrower service category definitions to promote more granular-level information.
- Early release of communications from the OCAP to the counties regarding the Annual Report requirements and timeframes.

Likewise, the OCAP is reflective on the process of grant management and oversight. Based on internal evaluations, the Family and Community Support Services Unit within the OCAP has implemented the following measures for grant oversight in FY 2016-17:

- Revisions to quarterly data questionnaires for standardization and enhanced data-collection purposes.
- Implementation of monthly “check-in” calls with grantees to ensure that grantees are meeting the goals set in their Scope of Work.
- Revised Annual Reporting questions to ensure that all requirements of the CBCAP report are satisfied.

Outside of refinements to the software systems and metrics for collecting data, the most valuable analytical tool the OCAP has is staff. In FY 2016-17, managers within the OCAP will continue to support staff in the development of analytical skills. One such opportunity is for all staff at the full journey level of their classification (i.e., Associate Governmental Program Analysts and Social Service Consultant II and IIIs) to participate in the Department’s “Master Analyst Program.” The Department anticipates a call for nominations in the summer of 2016 and the OCAP anticipates nominating at least eight staff to participate in the FY 2016-17 Master Analyst Program Cohort.

XV. Plan for Child Abuse Prevention Month and Public Awareness Activities in 2017

April 2015 Lobby Display at the CDSS

2014-2015 ANNUAL REPORT

The Office of Child Abuse Prevention (OCAP) has been a long-time leader in acknowledging the importance of families and communities working together to prevent child abuse and neglect. As is well known, the majority of maltreatment cases result from circumstances and conditions that can be prevented when systems and community organizations are engaged, supportive and focused on fostering strong families and healthy children. In 2015, Child Abuse Prevention Month (CAPM) activities across California included family strengthening events as well as awareness building and educational activities focusing on the harmful and long reaching effects of child abuse and neglect. In April 2015, OCAP recognized Child Abuse Prevention Month in the following ways:



- Promoted CAPM on the CDSS and OCAP websites.
- Lobby displays at the CDSS Headquarters in Sacramento.
- Retrospective of CAPM Activities which took place at CDSS Headquarters in the [CDSS Connections](#) newsletter distributed to all (4,000+) CDSS employees.
- Distributed the Administration for Children and Families Resource Guide to prevention partners throughout California.
- Promotion of nationally recognized day to “Wear Blue for Kids,” (Friday, April 8) to internal and external stakeholder.
- Collaboration with Prevent Child Abuse California to build on the nationwide social media campaign around #wearblue4kids, including the development and promotion of a CAPM media kit.
- Included a CAPM promotional message included on all state employees (200,000+) paychecks through the State Controller’s Office for the month of April.
- Promotion of CAPM through OCAP grantees and other prevention partners newsletters, e-news, e-blasts and web sites.

The CDSS Children and Families Services Division Celebrating “Wear Blue for Kids”



Fifty-one of 58 counties reported conducting CAPM activities in 2015. All told, counties reported that CAPM activities reached 5,525,768 Californians. The majority (2,925,779 Californians) were reached through traditional news media, including television, radio and print advertisements. An additional 1,957,196 Californians were reached through the use of paid advertisements, such as billboards and advertisements in movie theaters. Counties reported more than 80,000 Californians reached through social media, including Facebook and Twitter.

FFY CAP Month Activities and Californians Reached

ACTIVITY	TOTAL REACHED
News Media	2,925,779
Paid Advertisements	1,957,196
Publications and promotional items	150,138
Newsletters	149,519
Community Events	119,672
Information and Referral	117,353
Social Media	81,487
Trainings, workshops and education session	23,434
Door-to-door Outreach	1,190

The following list represents the variety of activities counties reported during the course of the 2015 CAPM:

- Advocacy Walk and Run
- Art Contest
- Photo Contest
- Awareness Campaigns, including commercially sexually exploited children, sexual abuse and Shaken Baby Syndrome
- Banner and Pinwheel Displays
- Blue Ribbon Awareness Campaign
- Billboards
- Child Advocacy Breakfast or Luncheon
- Child Abuse Prevention Symposium
- Children's Parade
- Family Support events
- Newspaper articles and inserts
- Fundraisers and other special events
- Mandated Reporter Trainings
- Resource Fairs
- Parent Education
- Presentations to Board of Supervisors
- Proclamations declaring April as Child Abuse Prevention Month
- Public Awareness Campaigns
- Public Service Announcements at Major League Baseball Games
- School Outreach
- Strengthening Families/Five Protective Factors' Trainings and Promotions

Some specific examples of community activities during CAPM:

Alpine County: The Alpine County Rainbow Awards are given to individuals identified by community members who "have made a significant contribution to the children of Alpine County in a personal or professional capacity, and have made rainbows in the lives of children." The 2015 Rainbow Award Banquet was attended by approximately 125 persons (out of a county of 1,159), students performed and read selected poetry by Jaiya John and approximately 25 Rainbow Awards were presented.

Amador County: Amador County focused their CAPM activities around the Period of Purple Crying. Period of Purple Crying DVDs were distributed at the local hospital to families with newborns. To reinforce this message, Amador County enlisted help from knitters and crocheters throughout the County to make little purple caps for newborns, calling it "Knitting for a Cause." A tag is attached to the hat with information about the Period of Purple Crying and contact information. Amador County received approximately 250 hats from this event, as well as additional hats throughout the year. The hats are distributed through our hospital's birthing center as well as through our new baby home visiting program, Baby Welcome Wagon, through the Amador County Health Department, which is funded by First 5 Amador. Families are given the

opportunity to choose which hat they would like to receive, presenting a unique moment to them to then further discuss the Period of Purple Crying and resources available to families.

Colusa County: During Child Abuse Prevention Month, Colusa County CAPC hosted a resource and activity booth at the Colusa County Family Fair. Over 400 children were given a blue pinwheel and a blue ribbon pin in honor of Child Abuse Prevention Month. Informational handouts were available for parents listing the signs of abuse as well as the risk factors for Child Abuse. Each child decorated a picture frame using collage materials while their individual pictures were printed to insert into the frames.

Humboldt County: Children's Memorial Flag Ceremony on April 24th at the Eureka Teen Center. A representative from the Humboldt County Department of Health and Human Services and the District Attorney's Victim Witness Office spoke. The chair of the Child Abuse Prevention Coordinating Council board gave a brief summary of the Council's activities then the flag was raised with a moment of silence followed.

Imperial County: The Children's Fair was held on April 18, 2015, with approximately 15,000 in attendance. This event is a public awareness resource fair for the community to share valuable resources available to strengthen families. There are over 100 resources and vendors providing free children activities and sharing information regarding their programs. There are three free entertainment stages with local performers, especially highlighting children performances, a petting zoo/adoption center hosted by the local Humane Society and animal rescue groups, free activities for children of all ages, giant jumpers and local law enforcement and public safety to meet and greet children. There is no cost to attend, it is open to the public, and everything for sale is kept low cost to make it affordable for any family. The Children's Fair is meant to be an inexpensive day of family fun and learning.

Kern County: On April 16, 2015, the Kern County Network for Children hosted a Child Abuse Prevention Discussion Panel for 82 attendees. Discussion was moderated by the Kern County Department of Human Services' (DHS) Assistant Director for Child Welfare and included representatives from the DHS Phone Room, Child Protective Services, Differential Response and Henrietta Weill Memorial Child Guidance Clinic's Parent Education and Reunification programs. The panel discussed what happens when and after a referral is received, as well as the prevention and intervention services available to build strong families and protect children throughout Kern County.

Lake County: Residents of Lake County Participated in the fifth annual "Advocacy Walk" with community members, government officials and parents marching down Main Street dressed as super heroes to raise awareness of, and help prevent, child abuse. Following the march, more than 300 people participated in the "Be a Hero and Protect Lake County Children" Children's Festival.

Los Angeles County: In April 2015, a poster campaign was designed and focused on children and families in Service Area 2 including San Fernando Valley and the Santa Clarita area to raise awareness of alternative parenting methods that increase positive family bonding and attachment. The poster campaign was developed in conjunction

with the San Fernando and Santa Clarita Child Abuse Council and developed by California State University, Northridge students. The poster campaign, “JUST ONE MOMENT” was designed to target all ethnic and cultural backgrounds of our service area (Caucasian, African American, Latino, Asian, Persian, Armenian, etc.). The campaign’s goal was to highlight what a parent can do in one moment to nurture their child and featured parents engaged in their children in a range of activities.

Napa County: Napa County held its Annual Blue Ribbon Luncheon to kick off the month and honor individuals in our community who work to protect and care for children. In addition to the awards ceremony, the California Department of Public Health Director, Karen Smith, spoke to over 200 attendees about the connection between adverse childhood experiences and long term health outcomes. The event closed with a blue ribbon tying event to honor each of the reported cases of child abuse and neglect in Napa County in 2014.

Riverside County: In recognition of Child Abuse Awareness Month, The HOPE Collaborative launched a 30-day “Strong and Healthy Family Campaign” for the month of April. This campaign involved daily posts to Facebook and Twitter with tips and resources on strengthening families. These tips reflected the evidenced-based Nurturing Parenting and Five Protective Factors programs. Two mall advertisements, displayed in Moreno Valley Towngate and Tyler Galleria in Riverside, further promoted HOPE and encouraged the community to take the HOPE pledge. The ads also highlighted the importance of reporting child abuse. A Community awards dinner, held in May 2015, also was in recognition of child abuse prevention.

San Diego County: San Diego County hosted a parenting summit, “Parenting in 2015.” This Summit provided parents and caregivers with new tools and resources through workshops and demonstrations on reconnecting with nature and outdoor play, fatherhood, child safety and online safety. The keynote speaker Cheryl Charles, Ph.D., co-founder of the Children and Nature Network, talked about creating a world where every child can play, learn and grow in nature. Local author and co-founder of Children and Nature Network, Richard Louv coined the term “nature deficit disorder” to illustrate the correlation between increases in social, emotional and physical problems as children and parents spend less time outdoors in our busy technology driven lives. Parents will learn the restorative power of a hit of “Vitamin Nature.” The closing speakers Andre Jones and Aaron Wooten are the program coordinators of the Father2Child program. The program is dedicated to teaching African American men and all parents how to be the best fathers and partners they can be. They have been honored by Union Bank and KBPS as “Local Heroes.” Child Care and lunch were provided.

San Francisco County: The San Francisco Child Abuse Prevention Center (SFCAPC) partnered with the San Francisco Giants to educate the public about the importance of the community coming together to protect children from abuse. During a Sunday afternoon game, several SFCAPC volunteers worked at the Community Fund Kiosk where they spoke with game attendees, distributed hundreds of Blue Ribbon pins, gave

out materials on preventing, recognizing and reporting abuse and engaged with fans in an interactive project allowing the public to show their support for ending abuse. Also, the Giants' announcer read a Public Service Announcement providing information on preventing child abuse and encouraging people to talk about child abuse prevention. While the announcer was reading the PSA, there was a video on the jumbotron of Giants' fans standing up to say, "Enough" to child abuse. Approximately 38,000 members of the public heard the PSA and saw the video.

Shasta County: The Shasta County Child Abuse Prevention Coordinating Council promoted planting pinwheel "Gardens of Hope" in Redding, Shasta Lake City and Anderson to represent community efforts to provide children with safe, stable, nurturing relationships needed for healthy development. In addition to approximately 75 state, City and County representatives and community stakeholders, 60 families, 20 area businesses and 10 schools planted pinwheel gardens. Moreover, seven schools changed their marquees to promote Child Abuse Prevention Awareness Week. Through the pinwheel campaign alone, approximately 15,000 people in Shasta County were reached.

Yolo County: Yolo County held the [sixth annual "Project Prevention" Child Abuse Prevention Awareness Fashion Show](#). The event included a speech from a child abuse survivor and featured Yolo County youth modeling various fashions provided by Timothy Westbrook, Alexandria von Bromsse and Angela Sum, alumni of the popular television show "Project Runway." This event received media attention in the Sacramento media market through a featurette on "Good Day Sacramento" a local morning talk show.

Public Awareness Activities

The OCAP has a selection of printed materials available upon request and free of charge to public and private agencies to enhance their efforts in promoting child abuse prevention in their communities. The most requested brochures in FY 2014-15 all related to the Safely Surrendered Baby program. More than 1,100 copies of various brochures and posters were requested. Approximately ten percent of the materials provided were in Spanish. Six types of organizations made up the majority of requests for the Safely Surrendered Baby program materials: pregnancy clinics, fire departments, high schools, mental health clinics and family resource centers.

The FY 2014-15 also saw the OCAP debut its new logo as part of a brand identity campaign. The new logo features the wording "Grow Strong Families" to emphasize the OCAP's commitment to the Strong Families Initiative.

Each county reported the estimated number of Californians impacted by OCAP-funded child abuse prevention awareness and/or education activities. Relative to the previous reporting period, California counties increased the reach of Public Awareness and/or Education Activities by more than 2.2 million Californians in FY 2014-15. The table below depicts the wide range of activities employed by counties to raise awareness of child abuse and neglect and to communicate strategies to reduce the incidence of maltreatment:

Public Awareness or Public Education Activities	2013-14 Estimated Reached	2014-15 Estimated Reached
Events (School, community, fairs, etc.)	74,075	119,172
Information and referral	105,997	117,353
News media (stories in print, TV, radio, etc.)	2,248,570	2,920,779
Newsletter (printed or electronic)	103,395	149,219
Paid advertisements (print, billboard, movie theater ads, etc.)	313,100	1,952,196
Publications, print materials, giveaway items, DVDs, etc.	188,019	150,023
Social media (Facebook, Twitter, Instagram, etc.)	247,906	81,487
Trainings, education sessions, one-time workshops	28,496	23,218
Total	3,309,558	5,547,282

Public Awareness Success Stories:

Contra Costa County: Carol Carrillo, the Executive Director of the CAPC of Contra Costa, was a guest on the Channel 2 news program "Beyond the News" in April talking about CAPC programs and services. The program is hosted by Cheryl Jennings. Carol also went on a local radio show located in Pleasanton to highlight April Child Abuse Prevention and Awareness Month.

Inyo County: In addition to county-wide media articles, CBCAP supports community-based outreach and supports for our most isolated, low-income population communities in southeast Inyo County. These small communities are located in the most remote region of our county, approximately four and one-half hours from the primary population base. Community based staff are able to provide paraprofessional support, information, referrals and parent education to children and families in this remote area. A community potluck is hosted monthly that not only brings community members together for a positive social event, reducing isolation and offering positive family and community activities, but also provides the community the opportunity to donate back, as people bring canned and other dried goods to the event to help stock a community food bank.

Kern County: The Kern County Network for Children (KCNC), the CAPC in Kern County, partnered with local faith-based organizations and media to increase awareness about child abuse prevention, and provide low income families with necessary child rearing supplies. Through this collaborative effort, KCNC was able to reach more than 46,000 community members and parents. Additionally, 215 portable cribs and 300 Halo SleepSacks were donated. Through additional collaboration with Kern County Public Health Nurses and Differential Response Case Managers, the

portable cribs were distributed to low-income parents who did not have a safe place for their infant(s) to sleep.

Shasta County: 109 mailings were sent to businesses, agencies and organizations that have employees and or volunteers who are “Mandated Reporters” offering a Mandated Reporter Training. This outreach targets included fitness centers, photo labs, churches, pediatricians, medical groups, childcare centers and preschools. Twenty six Mandated Reporter Trainings were provided through this program year. A total of 675 participants attended from the following agencies and organizations (some agencies had multiple trainings): Shasta Family Young Man’s Christian Association, Planned Parenthood, Risen King, Regional Occupation Program, Shasta College Evening Classes , North State Rural Asset Project AmeriCorps, Shasta Community Health Center, Cow Creek Community Church, Youth and Family, Shasta County Health and Human Services Agency, Remi Vista Inc., Train the Trainer and Care Net Pregnancy Center.

Additionally, two “Darkness to Light” trainings were provided to both the Redding Rancheria and One Safe Place with a total of 32 participants. This training, Darkness to light Stewards of Children is an evidence-informed program that teaches adults how to prevent, recognize, and react responsibly to child sexual abuse. It is designed for both youth serving organizations and for individuals concerned about the safety of children. Lastly, Protective Factors training was provided at the Children’s Branch All Staff Meeting with a total of 92 participants.

Plan for Child Abuse Prevention Month and Public Awareness Activities

FY 2016-17 APPLICATION

The OCAP is dedicated to fulfilling its role as the statewide leader in child abuse prevention. Each year the OCAP strives to increase its capacity to support the strengthening of healthy and safe families and communities and to advocate for the well-being of all children. In an effort to fulfill this responsibility, the following actions are being planned for 2017 CAPM:

- Collaborate with local prevention networks to build on the nationwide campaign, and showcase local prevention efforts.
- For the second consecutive year, release a customizable “Child Abuse Prevention Month Media Kit” to the counties and CAPCs.
- Repeat the successful “pinwheel garden” which was staged on the lawn of the State Capitol in Downtown Sacramento.
- Raise awareness of risk factors associated with child abuse and neglect by continuing to promote the Five Protective Factors and other resources to improve outcomes for children and families.
- Create and post a Child Abuse and Neglect resource toolkit highlighting best practices in prevention and linking to the national resource materials.

- Continue education and outreach to our internal partners by inserting OCAP messaging on state employee pay warrants, posting CAPM messages on our Department internet and intranet sites and social media platforms (Facebook and Twitter) using posters, brochures and other materials to raise awareness.
- Effectively utilize social media to engage prevention partners and community members to promote prevention efforts.
- Place focus on educating the community on the higher risks of abuse faced by the zero-five population particularly in relation to abusive head trauma.

Public Awareness 2017

The OCAP has developed a comprehensive plan for communications and public awareness for 2017. The plan involves a wider deployment of the OCAP's revised visual brand identity, elevator-speech development, monthly communications themes, electronic communications (i.e., e-blasts and e-news), enhanced presence on CDSS' social media accounts (Facebook and Twitter), community event participation (information tables, exhibits) and mass dissemination of print materials to raise awareness of the signs of child abuse and neglect, risks and protective factors.

XVI. Areas for Technical Assistance

2014-15 ANNUAL REPORT

In 2014–15, great advances were made in the Office of Child Abuse Prevention (OCAP) and in the overall prevention field within California. With a new Bureau Chief at the helm, OCAP's first Strategic Plan was finalized and released. This five year strategic plan guides current and future Community Base Child Abuse Prevention (CBCAP) implementation efforts and ensures funds are invested thoughtfully and used effectively. Further changes within the OCAP included:

- A greater degree of staff accountability
- Hiring two unit-level managers
 - The Manager of the Family and Community Support Services unit brings approximately ten years experience in non-profit prevention program development and administration
- A greater emphasis on staff development and training to become Prevention Coaches. This includes a requirement that current and new staff complete CORE Training.
 - Offered by the CDSS, CORE training is a nine course program (totally 49 hours of classroom training) which gives OCAP staff an overview of the Child Welfare System as well as provide context for the role of a practicing social worker in that system.
- A greater coordination and sharing of information between "Strategies" and OCAP staff as it relates to counties and regions.
- The implementation of a new data software system for county completion of the OCAP Annual Report. The Efforts to Outcomes (ETO) system is a web-based

platform, allowing counties and the OCAP to quickly enter and review programmatic information. As the refinement of the ETO system continues, the OCAP hopes to increase its program evaluation capacity, creating additional value to the counties.

- Partnership relationships developed with foundations, Essentials for Childhood with California Department of Public Health, Early Childhood Coordinating Systems with California Department of Public Health, and strengthened relationships with leaders in the field
- Site visits to Child Abuse Prevention Councils and Community Based Organizations increased
 - In FY 2014-15, OCAP Prevention Coaches 40 counties and 53 funded partners. Additionally, the OCAP participated in two meetings of the Central Valley Regional Child Abuse Prevention Council.
 - The Prevention Network Development is in process of finalizing its visitation schedule for FY 2016-17. Prevention Coaches in the OCAP will, at a minimum, have quarterly contact with their CBCAP Liaisons and an annual on-site visit.

Though positive change has occurred, change has also brought forth challenges. It has been imperative to transition the OCAP's relationship with counties and partners from strictly oversight to also being a valued partner. Developing staff in their knowledge and ability to bring value to counties and other partners has been a process and will continue to be a process for some time as the OCAP is still not fully staffed. Staff turnover in the OCAP has presented challenges but it has also been an opportunity. The OCAP has seized the opportunity of turnover to evaluate organizational structure and work flow, refining position descriptions and hiring motivated, passionate professionals with specific specialties and backgrounds that strengthen the quality of the OCAP's overall activities and enhance a complimentary team environment.

To this end, the OCAP has increased efforts to recruit, hire and maintain staff with backgrounds that strongly support the specific job duties of each "re-defined" position. As a result, the OCAP has acquired a variety of talents including specialties in particular subject matters such as collaboration, child welfare, social media, prevention of teen pregnancy, domestic violence and more. This approach will allow for the OCAP to work more effectively as a team in providing higher quality customer service with a range of customers including counties, CAPCs, family resource centers, community based organizations, policy makers and parents. In the end, the OCAP is committed to following a strategic direction for achieving better deliverables and outcomes in the field of prevention.

Due to staff turnover, the OCAP has requested that Friends National Resource Center orient the new management team to the CBCAP process, but to also provide OCAP staff with training on program evaluation. This orientation and training is scheduled to happen in the latter part of May 2016. Furthermore, the OCAP is receptive to trainings which will increase the capacity of staff to develop regional themes within their assigned areas of focus.

Statewide Contextual Factors

A continual point of consideration for the OCAP is the state budget. As noted by Governor Brown in the 2016 “State of the State” speech, a downturn in the economy could very well threaten funding to social services, schools and child care¹⁶. Statewide, voters approved Proposition 2, the “Rainy Day Budget Stabilization Fund Act.” Proposition 2 created a Rainy Day Fund (RDF) to help reduce the impact of future economic downturns. The Governor and Legislature have been diligently building the RDF, and as of this writing, approximately \$3.4 billion have been deposited into the RDF¹⁷.

While the OCAP cannot control the economy, the OCAP has urged fiscal prudence with county partners. This entails being more strategic and targeting communities most at-risk, as well as choosing and implementing effective and proven programs that are appropriate to support those at-risk. The OCAP is also supporting and encouraging collaboration to build program capacity. The OCAP is encouraging and supporting multiple collaborative projects with monies, as well as training and technical assistance provided by Strategies. Further, the OCAP is working with counties to find funding opportunities outside of the OCAP administered funds.

Another potential challenge to funding for prevention services and programs is the decline in First 5 funding. Placer County reported a \$1,000,000 cut in First 5 funding, resulting in many long-term funders not receiving First 5 support and one program ceasing to exist. First 5 commissions are valuable prevention partners for a majority of counties (37). County First 5 commissions are funded through tobacco tax money (approximately 40 cents per pack of cigarettes). As smoking habits change (including quitting smoking and using vaporizing machines, which are not taxed for First 5 purposes), funding for First 5 has been steadily declining. In FY 2012-13, county First 5 commissions received approximately \$360 million, whereas in FY 2014-15, the county commission received approximately \$342 million. In March 2016, the California Legislature passed Senate Bill (SB) 151, which would raise the minimum age to purchase tobacco products from 18 to 21 years of age. This legislation would reduce the amount of revenue received by the California First 5 Commission. It is not yet determined how much the enactment of SB 151 would reduce revenue to the Commission, and therefore the counties.

A reduction in First 5 funding will proportionately reduce prevention services. All said, the OCAP is monitoring this matter and leveraging our funding, while looking for new funding sources to leverage, in order to build community and partner capacity.

During FY 2014-15, California continued to face severe drought conditions. This has primarily impacted the ability of migrant families to find and maintain stable housing. Consequently, counties in the Central Valley have experienced higher unemployment and risk factors than other counties, with no corresponding increase in funding to

¹⁶ <https://www.gov.ca.gov/news.php?id=19280>

¹⁷ www.ebudget.ca.gov/2015-16/pdf/Enacted/BudgetSummary/SummaryCharts.pdf

address these challenges. Additionally, the drought has increased the frequency and intensity of wildfires.

The Valley Fire, in Lake County, resulted in the destruction of 1,281 homes and 27 multi-family structures¹⁸. The Butte Fire, in Amador and Calaveras counties, resulted in the destruction of 549 homes¹⁹. Such events act as a strain on county resources, if not completely eliminating them on a temporary basis, and can exacerbate environmental stressors within at-risk families.

With the drought expected to continue for the foreseeable future, the OCAP will continue to work with Central Valley counties and wildfire prone counties to collaborate with existing funding sources. In the forthcoming year, the OCAP plans to engage the Governor's Office of Emergency Services to better understand what resources to protect at-risk children and families are available and in place during a disaster.

County-level elections play a significant role in the administration of CBCAP funds as the county board of supervisors "may establish criteria for determining which programs shall receive funding. Board of supervisors may accept all program proposals, prioritize those proposals, and make the final decision as to which programs shall receive funds."²⁰ In FY 2016-17, 28 percent of counties receiving CBCAP funds (n=16) will hold elections for seats on their respective Board of Supervisors²¹. Some of the elections, San Francisco for example, can result in a new majority within the board. It follows then that the priority of CBCAP funded projects, and prevention efforts in general, could shift in the coming year.

Similarly, the OCAP faces the challenge of staff turnover at the county level. Through natural attrition rates and retirements, the OCAP devotes time to re-orientating and re-training county staff to serve as CBCAP leads.

Lastly, there are on-going challenges with prevention evaluation. Some of the challenges include varying levels of understanding surrounding how to evaluate, what tools should be used to evaluate, and agency capacity to evaluate. Further, it has been discovered that there is inconsistent language used in the field and inconsistency in what to expect in terms of services from various prevention partners. There are multiple frameworks and practices throughout the field, and though variety, in and of itself, is not a bad thing, it seems that there is need for some standardizations to occur within the field. Attempts have been made towards this end, but more is needed.

¹⁸ http://cdfdata.fire.ca.gov/incidents/incidents_details_info?incident_id=1226

¹⁹ http://cdfdata.fire.ca.gov/incidents/incidents_details_info?incident_id=1221

²⁰ WIC 18966.1(b)(2)

²¹ <http://www.sos.ca.gov/elections/upcoming-elections/2016-county-administered-elections>